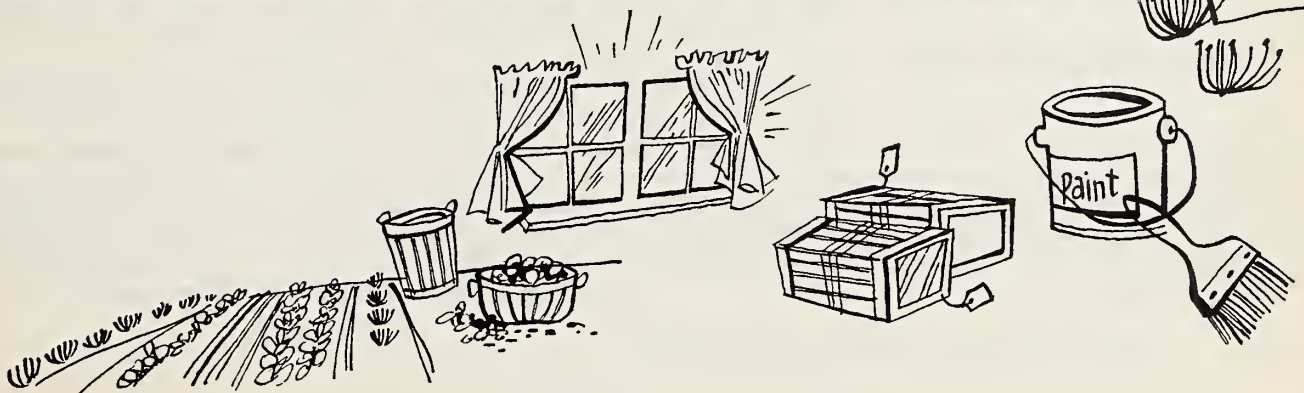


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EXTENSION SERVICE
Review

JUNE 1957



EXTENSION SERVICE *Review*

Official monthly publication of
Cooperative Extension Service:
U. S. Department of Agriculture
and State Land-Grant Colleges
and Universities cooperating.

The Extension Service Review is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EAR TO THE GROUND

Townfolk in Tennessee are not only aware of the farmers' problems in rural areas of their counties, but they are doing something about it. After visiting in Bedford, Sumner, Maury, Macon, and Trousdale Counties, I am convinced that the community clubs in Tennessee, sponsored by the chambers of commerce, are contributing richly to the economic and social levels of that State.

An exchange of visits between rural and urban families is common, with the community club meetings a natural opportunity for entertaining town families, especially the sponsoring families. Not to be outdone in hospitality, townspeople organized tours of the local factories, processing plants, and other places of interest to farm families. The tours were followed by a picnic and social occasion in town.

Community clubs in Sumner County help other groups to get started and assist in training the officers for their respective responsibilities. Industries in the county, such as the dairy plant that sponsors a dinner for leadership training, also take on the awarding of honors.

Healthy competition among clubs, especially those with sponsors, add humor and effort to the project. So glad for the very interesting look-see in Tennessee.

May I put a bug in your ear? A news bug, that is. You may have heard that a special issue of the Review is in the making to explain the meaning of "cooperative" in the Cooperative Extension Service. Look for this issue in August. We hope it will be one of current interest as well as one to be referred to occasionally when you have an article to write or a speech to give. C.W.B.

COVER PICTURE

Ray Aune, Olmsted County Agent, Minn., stops at the end of the day for a few minutes' chat with the Maynard Carter family, who are enrolled in farm and home development work. The sketches are indicative of the changes that often take place when families plan carefully for home improvements, farm production and marketing, and family goals. See Aune's story on page 124.

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Our Town Is Your Town, Too

by GERALD H. HUFFMAN, *Federal Extension Service*



EVERY extension worker has experienced the pleasant feeling of carrying on a highly successful extension activity. Judging from the comments found in a number of county program projection reports, this improved program planning method is resulting in the kind of professional satisfaction which makes county extension workers extremely proud of their work, proud of their roles as educators among rural people.

For example, take the point of view of a Pennsylvania county extension staff as expressed in the final pages of their first report of program projection progress: "This work is proving to be a challenge surpassing our earlier anticipations. We see more clearly as we proceed that out of it will come the strengthening of our program development committee. For all of us, the county leaders as well as ourselves, program projection accomplishments to date have been a profitable and pleasant experience."

A Wisconsin county agent has this to say on the subject—"I believe that this was one of the most interesting series of meetings with which I have ever helped. It has been interesting in that we have been able to get a community to recognize their problems and take action on them rather than just having a meeting on some particular farm problem such as fertilizer use or grass silage making."

Finally, in a lighter vein, a statement included in a Tennessee county program projection report is enlightening—"The county committee found that program projection planning was like a wad of bubble gum, the more the committee chewed upon it the bigger it got!"

The above comments tell us two

things: (1) That extension worker experience gained by initiating and contributing to the program projection process can be stimulating and rewarding and (2) that program projection has no metes and bounds except those set by the number and size of the problems the people face and the time and energy that they and extension workers have to devote to the effort.

It should be emphasized that program projection is not a new method of working with people in the planning of programs. It is, however, an advanced and more effective form of program building or program development than has been carried on by most extension workers in the past. Program projection signifies a renewed determination on the part of extension workers everywhere to devote more professional skill and energy to the educational process of helping people to study and determine where they are, where they want to go, and how to get there in an organized and systematic manner. The results of this determination are beginning to show up in a number of county program projection reports. Among other things, these reports point out that as a result of program projection work:

1. Larger numbers of people are being involved in the program development process than before.

2. Many people, in addition to those directly involved, are being informed of the purposes, recommendations, and accomplishments of the program development effort.

3. Overall county program development committees have been created to evaluate and coordinate the total program building effort where such

committees had not existed before.

4. People are being given opportunities to study a much wider array of facts about the situation in which they live and which bear upon their present and future welfare.

5. Program recommendations by the people are taking on longer range dimensions due to the scope of background information studied.

6. People are able to more effectively appraise the resources they have available or need to place program recommendations into effect.

Each of the above points is significant. The fourth point is particularly significant. Helping people to gain better understanding of the situation, present and future, in which they live is fundamental to intelligent program building. In getting this job done county extension workers must rely as never before upon State extension specialists and other specialized resource people as well as upon State supervisory personnel.

Today many people are asking such questions as these: Are our current agriculture surpluses to remain with us as a long-range, continuing condition, or are they a temporary problem? Will our population and shifts in the domestic consumption pattern catch up with the present overabundant production of certain key commodities, or will technological advances continue to outstrip both domestic and foreign demand? If the latter is the case as it seems to have been in the past 25 years, excluding the period of wartime emergency, what are the elements to be considered in the development of a sound long range program that will bring the human and natural resources de-

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160 Farmers Go to School

by RAY AUNE, *Olmsted County Agent, Minnesota*

Our experience leads me to believe that county extension agents, with strong local leader support, can well work annually with 5 to 12 groups, totaling 50 to 100 farm families. In a period of 5 years, it is possible to reach a sizable number who need and are interested in farm and home planning.

TWENTY-ONE groups, totaling 234 farmers, took part in farm and home planning in Olmsted County, Minn., in 1955-56. Working with extension specialists in the preparation of material, we took the groups through four monthly meetings on:

- Principles of farm management and introduction to planning,
- Crops and soil management,
- Developing a livestock program, and
- Machinery and equipment costs and how to plan your farm and home.

After these meetings, six groups combined into a farm and home planning session on the Maynard Carter and James Strain farms at Eyota and Byron, respectively. The couples at these sessions made a longtime farm and home plan for these particular farms.

Of the 234 attending the first meeting, 160 followed through on all four meetings. During 1956, one of us from the county extension office visited all 160. All are now doing farm and home planning.

On our first visit to the farm, we studied the livestock and cropping system and physical resources, using the farm "possibility sheet" to evaluate the present programs and to determine the effect on income from alternative farm plans. Many farmers, as a result of our meetings, had this figured out before our visit. The setting of longtime goals for the next 2 to 5 years is an important step in our first visit. Followup visits get into the accomplishment of the specific goals.

The group approach in farm and

home planning in Olmsted County has saved us time, because farm families can reach a certain point in planning by group action. The individual feels he is part of a big program rather than an individual who has been selected for some reason or another. Group action fits well into the overall extension program in locating cooperators on new practices; it serves as a basis for extension program planning; and it helps reach younger farm couples.

The wife is a must in this overall planning. The wife must understand the needs on the farm and the husband the needs in the home. With limited resources, what comes first, a clothes dryer for the home or more chemical fertilizer to increase yields.

Local organizational leaders, who invited the couples and arranged the meeting place, set up all 21 groups. They did a remarkable job in selecting people. Over half are under 40, 10 percent under 30 and one-fifth between 40 and 50, and only one-sixth over 50. Only 9 percent had no previous extension contact. Significantly, a large number are former 4-H Club members.

These organizational leaders attended a kickoff meeting in September 1955, when Ermond Hartmans, extension farm management specialist, at the University of Minnesota, gave them a lively preview of what was going to happen at the fall and winter meetings. From there on, I was kept busy attending the 84 farm planning meetings, plus other duties, until late March 1956. There were no organizational worries, so I could devote my time to educational work.

At the fourth meeting, groups started actual planning on their own farm and considering what adjustments were needed on the farm and in the home. This included soils and crops, livestock, buildings, machinery, farm and home equipment, home yard improvement, and sometimes expansion of the farm business. Changes that would mean more comfortable family living, family planning, and father and son partnerships were all discussed.

The main purpose of this meeting was to prepare the couple for our followup visit to the farm. The agents were surprised at how many recognized many of their major problems and what must come first in a longtime plan.

As a result of the four meetings, the couple was already planning before our visit.

This emphasis on farm and home planning, and the effort to reach larger numbers resulted from the past five annual program planning meetings. Problems raised included: Lower costs per unit of production, labor saving, cheaper building construction, record keeping, adjusting to present situation of larger units, how can a family get a reasonable standard of living. They all pointed to the need for overall intensive farm and home planning and the need to reach many farmers as quickly as possible.

I felt I couldn't justify the time required for individual attention from start to finish. Consequently, the group approach was used as a time-saver and a means of reaching more farm families.

It's the Followup that Pays Off

by ADDIE REEVES, *Alameda County Home Adviser, California*



OUR Clothing Information Day held in Hayward, Calif., drew 400 men and women to see educational exhibits and hear the panel of speakers. It was our piece de resistance, or the show window for a service to consumers, manufacturers, retailers, cleaners, and others interested in clothing that we had been working toward for over 2 years.

The immediate demands for more information would have been overwhelming if we had not foreseen and hoped and planned for just that to happen. It was the result of a worthwhile program well publicized, well attended, and well followed up in newspapers, radio and television. Now we are beginning to enjoy the fruits of many hours of careful planning and preparation.

It was not the work of one person. It couldn't have been. One person was probably responsible for recognizing that people needed and wanted help with buying and caring for clothes and household fabrics. And she was interested enough to do something about it.

After the problem was discussed with those on the staff who were immediately interested, other people within the county and in the State extension office were asked for ideas on how to get the information to the people who wanted to know more about how to buy and care for clothes and other fabrics.

Everyone agreed that the problem was widespread, and that people recognized their needs and would welcome help. Now to make a long story short, here are a few details on the many people who helped to make the Clothing Information Day a suc-

cessful opener for our mass communications effort that followed.

First, the audience! When you get 300 homemakers really excited about a subject, there's no end to the participation possible. Also present at the meeting were merchants, sales people, retailers, and cleaners. Their interest and questions gave the meeting power and direction.

The horticultural farm adviser, working with the Horticultural Center Farm Bureau, devised a colorful background with flowers and an educational exhibit on flowers as related to clothing. Horticulture is a million dollar industry in the county. The livestock farm adviser prepared an exhibit which answered some questions on wool products and wool fabrics. Wool production is another Alameda County interest. Help with arrangements came from the Farm Bureau women's committee, chamber of commerce, merchants, and the county board of supervisors.

Beginning promptly at 1:00 p.m. and closing at 3:30, a panel of homemakers, a dry cleaner, a clothing specialist, merchants, and sales people discussed questions originating with the audience.

Time did not permit a discussion of every question. This marked the beginning of plans for followup. The first idea was born when a home adviser asked members of the panel if each of them would write out a discussion to the questions directed to them. They agreed. Sixty-five questions were answered and classified as: Ready to wear, care and cleaning, and textiles and labels. With this information, 3,000 leaflets were published. A copy of each of these leaflets

was sent to each member of the audience. Dry cleaners, store managers, and others are using the leaflets.

A local newspaper is using the same information verbatim in a column called Consumer Queries. Three or four questions and answers appear weekly on the women's page.

Special sections of the bulletins are being used in one-page answers for sales people to use as stuffers with purchases. An example of this type of information is care of white nylons.

Another idea came from a local dry cleaner who requested an opportunity to discuss problems arising in the cleaning of clothes. Consumers like this idea, so a special session is being planned where dry cleaners, clothing specialists, and homemakers will discuss questions pertaining to family clothing. An exhibit is being prepared for use in dry cleaning establishments that give leaflets on care of clothing to consumers. A question box will be part of the exhibit and questions will be answered by mail by the home adviser or referred to extension clothing specialists.

Experiments have definitely become a part of the followup. One experiment is being carried out by textiles research at the University of California to help determine: Why white wool sweaters turn yellow; can white wool sweaters be satisfactorily cared for in the home, and what would be the best method of care.

Textiles and labels were the subjects of several questions: Was information on labels adequate? How
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We Took Extension to the People

by K. ROBERT KERN, *Assistant Extension Editor, Iowa*

A COUPLE of us were sitting behind a coffee cups at Eldora, our thirtieth of 31 county stops with the extension exhibit caravan. A woman of middle age tapped my friend's shoulder and said: "I think it's wonderful that the college cares enough to come to us when we can't go to the college."

We like to think that a fair proportion of 32,495 Iowans shared that feeling after they'd viewed, listened, and participated in the 20 exhibits that the Iowa Extension Service took on the road this past winter.

Going straight to cases, at 31 county stops we were visited by 32,495 men, women, and children. We made more than 250,000 subject-matter contacts. That's based on the average of each exhibit snagging one-third of all visitors for enough time to put the story across. Nearly half the families who visited us asked for more information, their requests totaling 70,000 publications.

Our route totaled 2,200 miles from town to town, taking us within 50 miles of every resident of the State and within less than 30 miles of most folks. We filled two 24-foot vans with display materials. We filled six station wagons with specialists to man the exhibits.

Thousands and thousands of column inches of news copy and advertising space and hours of radio and television time told people we were on the way. We distributed 9,000 posters and over 100,000 brochures. We don't know how many persons got in on the job locally, but a conservative estimate would be around 1,000 who had definite responsibilities in helping get the job done.

Iowa's first big caravan since 1947-48 began in the fall of 1955. A short course and field days committee recommendation solidified lots of scattered chattering about another cara-

van. Administrative conferences with specialists, field workers, and others added further weight to the staff's willingness to tackle this admittedly tough job. It was, as are most extension activities, added to heavy existing schedules.

Early in 1956 Associate Director Marvin Anderson appointed a small committee to shepherd the project. It included Chairman Maurice Soult, assistant director for agricultural programs; Mary Bodwell, district home economics supervisor; Leonard Eggleton, poultry specialist; and Assistant Extension Editor Bob Kern, as executive secretary.

The caravan pursued five objectives: To convey subject matter, to be part of the total extension program, to explain extension work, to reflect credit upon Extension and Iowa State College, to heighten interest in visualizing subject matter, and to strengthen staff esprit de corps.

Exhibits were developed within certain limits. Each had to be based on a "new" idea and fall within one of four general areas, that is, meeting cost price squeeze, conservation, marketing, or explaining extension

work. The overall theme was a broad one, Iowa State College Previews New Ideas for Land and Living.

Exhibit content offered something for everyone. There were exhibits that dealt specifically with farm production techniques; those with home-making techniques; and exhibits with flavor for rural, urban, and suburban folks, such as landscaping, lawns, buying and selling quality eggs; and the cost of service as a part of our food dollar.

The exhibits themselves included many different devices. We had the real thing, including a full-size milking stall, pipeline milker with automatic washing, and 1,400-pound bulk cooling tank. We had models, including a home sewage system in clear plastic and a cow, who switched her tail until her flies were knocked off by the "treadle sprayer." We had pictures, including slides in automatic and hand-operated projectors, trans-lites, big prints and small ones. We had buttons to push, cards to fill out, demonstrations to watch, and experts to talk with.

We had lots of color and many different materials and textures. You
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One of the popular exhibits was on made overs, a State clothing project this year. Demonstrating is Mrs. Belva Covey.



"This is my HOME"

This feeling of being a part of the community, being responsible for its appearance and development, and taking pride in the area is encouraged in Tennessee 4-H Club activities.

by MRS. ROSSLYN B. WILSON,
Assistant Extension Editor, Tennessee



Pride and interest in their community is pretty evident in this group of Tennessee young people.

ORGANIZED community work in Tennessee has resulted in effective sponsorship and promotion of 4-H Club work. Just as important, it is giving 4-H youngsters opportunity to become partners with their parents and other adults in community progress.

There are more than 800 organized rural and suburban communities in the State. At the beginning of the year most of them make out a plan of work, setting goals for the year. At that time, the needs and opportunities for community support of 4-H Club work are discussed and plans made for action. Plans are made also for the part that each organization, including the 4-H Club, will play in achieving each community goal.

Flat Creek in Bedford County is Tennessee's 1956 champion community, judged to have made more improvement through organized effort than any other community in the State. A major factor in this achievement is the community's activities to promote 4-H work. They are:

1. Sponsored a 4-H Dairy Show, open to members throughout the county, to encourage 4-H work and to promote dairying in the community and county.
2. Encouraged participation in 4-H work. Every eligible youngster in the community is enrolled; 96 members completed 337 projects last year.
3. Provided trained volunteer adult leaders. Through these leaders, promoted small project interest groups

which met several times during the year.

4. Helped the 4-H Club make an exhibit to tell the story of community achievements. Exhibits were judged.

5. Sponsored members to district 4-H Camp.

6. Provided transportation to countywide 4-H events.

7. Provided entertainment and recreation for 4-H members.

Pleasant Hill, Henry County's district champion community, had as one of its major goals this past year the encouragement of 4-H work. When the school was consolidated and the children began attending schools outside the community, the adults sponsored a community 4-H Club which has regular meetings at the community center. The whole community supported the club, encouraging project completion and good records, and giving the members every opportunity to show and tell about their activities at community meetings and other affairs.

As a direct result of this support, Pleasant Hill 4-H members received 8 of the 16 medals available to the county for project work, and the club has 4 honor club members. Three other communities in the county now have sponsored community 4-H Clubs, and other counties in the district are interested in this activity.

Several communities sponsor community 4-H Achievement programs. Wolf Creek, in Rhea County, for example, sponsors such an event, giving prizes and awards to encourage 4-H

members to complete their projects and take part in county activities. This community allots time at its regular meetings for 4-H public speaking or demonstrations by members preparing for county events. It also sponsors Saturday night parties twice each month for its senior 4-H members.

In most organized communities, the 4-H Clubs take on responsibility for certain phases of community improvement. Senior 4-H members in Weakley County's Gardner Community last year helped raise money for the new community center, and made drapes, curtains, and window cornices. The 4-H Club in New Prospect, Lawrence County, took the lead in park and playground improvements. Apison's 4-H'ers led that 1955 State Champion community in establishing a wildlife laboratory on the school grounds. In other communities, the 4-H Club often takes on community projects such as putting up road signs, painting mailboxes, roadside cleanup campaigns, community recreation, and the like. These young people are often given committee assignments and are frequently made officers in the community organization.

We believe in Tennessee that this planned and directed support of 4-H work by organized communities and the feeling of belonging that the youngsters get from their participation in community progress activities contribute much toward reaching the goals of 4-H work.

Extension to the People

(Continued from page 126)
couldn't find a place to use the word uniformity, in our caravan. We had five different sizes of display backgrounds, using perforated hardboard, plywood, bamboo, burlap, monk's cloth, bark cloth, and others.

Our caravan played 1 day in each town, 4 towns per week, Tuesday through Friday. We showed twice a day, 1 to 4 p.m. and 7 to 9 p.m. It was the first time for us with a night time show. And we liked it. One-third of our audience came at night. The night crowds were predominantly families, including children, even babes in arms. The specialists said the night crowds stayed at exhibits longer, talked more, and asked better questions.

The results? We don't know with much accuracy. Two evaluation proj-

ects are underway that may shed some statistical light on what happened.

Purely from observation we'd say most Iowa extension workers were pleased with the project. Our committee believes we achieved each of our original objectives. The specialist staff found it a grueling, but stimulating experience. The reports we get from the county workers consistently agree on two points; the county staff was satisfied with it, and they are "still hearing favorable comments from people who attended."

AUTHOR'S NOTE: Our caravan committee has closed the book on this project and disbanded, with four big sighs of relief. However, if any folks think there may be something from our experience that will interest them, we'll be glad to tackle their inquiries.



Actual objects were used in the exhibits whenever possible to attract attention and create interest among Iowa viewers.

Our Town

(Continued from page 123)

voted to the business of agriculture in line with the county's agricultural production requirements?

Questions such as these can be answered only after an exhaustive study of the situation and trends in the situation. These questions and many others in the field of agriculture, family, and community living offer a tremendous challenge to extension leadership to apply all the skills and techniques of educational procedure that can be brought to bear upon the total educational job of which the program projection process is a tremendously important part.

At the present time over 1,000 counties in the United States are well along in program projection and around 500 counties are initiating program projection work. This is a good beginning in putting program projection into action.

It's the Followup

(Continued from page 125)

should polished cottons be cared for? Fabrics have been purchased and given various wash treatments: Hand washing, machine washing, hot water, and lukewarm water. Results of this experiment will be presented in the series of project leader meetings.

Home advisers in other counties have used the questions and answers on radio programs and in columns.

Favorable and complimentary comments are still coming in. The 3,000 leaflets are nearly gone. Consumer interest is still high. Merchants and dry cleaners are aware of the possibilities brought about by discussing family clothing with consumers. George Shepherd, executive secretary of the California Dry Cleaners Association, summed up the opinion of the clothing industries when he said, "The meeting which was held in Hayward is a valuable means of getting a better understanding between the consumer, the dry cleaner, and the retail store."

We Planned a Statewide Program To Produce and Promote Meat-Type Hogs

by J. K. BUTLER, JR.,
*Animal Husbandry Extension
Specialist, North Carolina*

THE meat-type hog has been a very popular subject for discussion in all areas where swine production is of any importance, and North Carolina has been no exception. These discussions probably follow very closely the pattern of such conversations elsewhere throughout the country, always ending with someone asking, "Can we really do anything about this problem?"

An educational program seemed to be the answer, and one of the first steps was to demonstrate to our purebred and commercial swine breeders just what a meat-type hog is.

We began at the Fat Stock Shows and Sales held in eastern Carolina each spring, where pigs are graded and sold on a grade basis. In addition to grading the live hogs, carcass demonstrations were used to demonstrate the difference in carcass value between a meat-type hog and one with less muscling and more lard. Farmers began to see that a meat-type hog meant a more meaty pig with less waste that is at the same time a rapid gaining, economical feeder producing a high percentage of desirable cuts of good quality.

A demonstration which has proved very popular and has done much to educate producers in North Carolina



The champion pen of Yorkshires, exhibited at Selma, N. C. These pigs are good representatives of U.S. No. 1 pigs in the show.

on quality of market hogs is conducted with 4 pairs of animals, representing the 4 USDA slaughter grades. One animal from each pair is slaughtered to give carcass data. After the discussion of each carcass, the live animal who was a pair mate to the slaughtered pig is driven into the ring. This has been very effective, since most farmers seem to relate live hogs at the demonstration to live hogs at home much more rapidly than they relate carcasses to live hogs.

One of the major problems in encouraging the production of meat-type hogs has been a price differential. Guy Cassell, livestock marketing specialist at North Carolina State College, discussed with market operators and packers in North Carolina the possibility of buying on the quality basis, and his efforts hastened this type of buying in North Carolina. After slaughtering several lots of our Fat Stock Show pigs, these packers and market operators became more

interested in buying on grade. Price differentials between grades became the rule rather than the exception.

Following the success in getting price differentials for hogs in these sales, we began to reappraise our program and decided to hold special demonstration sales in cooperation with local hog markets of packing plants throughout the State. L. B. Outlaw, livestock marketing specialist, has done much of the grading work in these shows and sales.

Demonstration Sales

Mr. Outlaw used two plans. In the first plan all pigs grading U. S. No. 1 were selected and a premium above the quoted market price was paid for these pigs. In another plan, when hogs were brought in and graded, sealed bids were taken from various packers. The packer-buyers gave a price differential by grades and the packer with the highest bid received the hogs. These demonstration sales created much interest, and it was evi-

dent that on the second trial, the quality of hogs on market day was considerably improved over previous sales.

The first real break in our marketing of meat-type hogs came on June 1, 1955, when a packing company of Kinston, N. C. agreed to go on a quality buying basis. After studying the situation, both from the standpoint of educational value to the farmers and from the standpoint of competition on local markets for hogs, the company decided to go on a modified grade buying program.

In this program, U. S. No. 1 hogs were selected from each group brought in by a farmer and he received 50 cents above the board price for these No. 1 hogs. Any hogs not grading No. 1 in his lot were purchased at the regular board price for top hogs on that date.

The packing company began this program by buying hogs on grade at the yards and at two of their buying stations located in eastern North Carolina. Farmers were not only paid the premium for more desirable hogs, but these hogs were discussed in detail with the farmer, and he was encouraged to produce more hogs of this type. This move by the packing company encouraged other hog buyers throughout the State to begin doing the same thing. At the present time approximately 20 hog-buying stations and packing plants in the State are paying a price differential for hogs either on a modified basis such as the one outlined above or on a strict grade basis.

Grade Basis for Buying

In early 1956 a packing company with a hog-buying station in Rocky Mount, N. C. became the first North Carolina hog market to buy hogs on a strict grade basis with price differentials between all three grades. Their grades follow very closely USDA standards for slaughter hogs. The price differentials pay more for the U. S. No. 1 group of hogs, the No. 2 group averages something close to the board price for all hogs in the State on that date, and the No. 3's or over-fats are discounted.

This program has met with very favorable reception among farmers

in the trade area, and all hog-buying stations now using either a grade or modified grade basis of buying hogs find that this system of buying is working. Four of our major hog-buying stations are quoting price differentials in the North Carolina Department of Agriculture Market News.

During 1956 specialists from North Carolina Department of Agriculture and North Carolina State College have visited four packing plants located in different areas of the State when a pen of hogs were graded, tattooed by grades, and followed through on the kill floor where the grades were checked. The packer-buyers have been much interested in this type of demonstration, and they have certainly gained more confidence in grades placed on hogs by specialists working with the grading program.

The improvement in the quality of market hogs in North Carolina has been greatly aided by the production of more meat-type boars by purebred breeders in the State. Assistance has been given to these breeders in setting up cutting stations and assisting with cutting and measuring carcasses from litters nominated for certification.

The interest in using improved herd sires to grow more desirable market hogs is illustrated by the fact that during the early part of 1956 when hog prices were at a low ebb throughout the country, we had the greatest demand for purebred boars of good quality ever experienced among our commercial hog breeders in North Carolina. More commercial hog men in North Carolina are using purebred boars of desirable type than ever before in the history of swine production in the State.

A packing company of Clinton, N. C. has done a great deal to promote the use of purebred meat-type boars with a boar lending service to farmers in the Clinton area. Young boars are placed with farmers for use in their own herds and neighboring herds. After the boar is used until his size or inbreeding becomes a problem he is castrated and exchanged for a young boar at the packing plant. We do not feel that we have solved the problems of meat-type hog production here in North Carolina, but we are making progress.

People Want Bulletins

As most extension workers know, the job of teaching can at times be very rewarding. We try all the ways that we can think of and the ways of others to get the information we have to the people. We use the radio, TV, newspapers, and distributed bulletins, but still we are not reaching all the rural people.

To help solve the problem in Nicholas County, when I was county agent, I visited 26 rural post offices and requested the help of the postmaster in constructing a bulletin rack where I could display 6 to 10 up-to-date information bulletins. Most of the postmasters, who were part store owners and part-time farmers, were quick to jump at the chance at having good bulletin racks placed in their post offices. Therefore, they not only constructed a bulletin rack, but also took the responsibility of overseeing the ordering and distribution of bulletins. When their supply ran low a postcard to me brought a new supply of appropriate bulletins.

In the urban area it was a different procedure. A local garden club would take the project of keeping an orderly and filled bulletin rack so that the people of their town could benefit by having up-to-date garden and home economics information.

In one town of 1,900 people, over 500 bulletins were being taken from the rack each month. Enlist the help of others in promoting your extension program. They will really pitch in and help.—John J. Flanagan, Area Agent, Rural Development, West Virginia

Summer School News

Louise Young, home management specialist at the University of Wisconsin, will collaborate with J. B. Claar of the Federal Extension Service in teaching the Farm and Home Development class in the Regional Summer School at the University of Wisconsin, June 10 to June 29. Mr. Claar requested the assistance of Miss Young in order that the home phase of farm and home development receive adequate treatment in the course.



Families learned how to smoke hams at very little expense.

THE history of the Agricultural Extension Service has been full of efforts to coax and arouse action in improving family and community living.

These experiences are brilliant testimonials to the resourcefulness and initiative of extension workers who were faced with the task of giving practical meaning to the philosophy of helping people to help themselves.

One such instance is the story of the development of the "ham and egg" show at a rural area in Fort Valley, Ga.

In November 1914, a small, lean looking fellow was sent to Houston County, Ga., on a sort of trial mission, as one of the first two Negro extension workers to be named in that State. Extension itself was relatively new. Few of the present-day techniques were known and the placing of Otis O'Neal in Houston County to work with Negro farm families was an experiment. He had been a student in the Episcopal Church school in the county and had also studied at Booker Washington's Tuskegee Institute. This gave him the best possible entree in his new work.

Houston County was in the heart of a rich farming area, with a large Negro population which serviced the demands of heavy cotton growing. Shabby homes and living conditions were typical of the area and the time,

Give Us An Incentive

by P. H. STONE,
Federal Extension Service

but O'Neal was most impressed with the tragic provisions for eating. Hungry people, he reasoned, were in no shape to listen to or act on advices and suggestions unrelated to food. He visited home after home and everywhere there was the same story—no planned dependable source of family food, no gardens, no chickens, no hogs. He was advised to see the best and probably the most influential Negro farmer in the county, who might be able to give him some good pointers on getting started.

Major Amica was intelligent and talked pointedly, but there was an air of defeatism and hopelessness in his remarks. This feeling was reflected around the Amica home. A few stalks of collards stood across the branch from the house. Three or four Dunghill hens and as many roosters moved uneasily about the yard and the old open shed back of the kitchen. Referred to as the smoke house, the shed housed three carcasses of what had once been hams. Only the bones and some skin next to the hocks were left. Holes in the skin and slimy appearing trails on the bones indicated that flies and hairy worms had beaten the family to the meat. Amica made it clear that such things as a family supply of cured meat in that climate was impossible, for he had tried it and here was the proof. He was skeptical about other things, too. Uncertain

rainfall in the late spring and early summer made vegetables for home use a sort of up-and-down proposition; and home-raised eggs, except in the spring, just didn't exist, he said.

O'Neal's introduction to his new job shocked and confused him. The people needed better food, but they didn't know how to get it. They needed a lift in their spirits, and he hoped this would come as a by-product of the program he was dreaming about. They needed to be taught, but they needed to be a part of the teaching process. The teaching, O'Neal visioned, should have three aspects: It would have to concern something that people wanted very much, the steps involved must not be complicated and some element of drama must be included to sustain interest and promote a feeling of importance on the part of the participants.

Where To Begin?

These were some mental conclusions O'Neal reached as he continued his rounds of home and farm visits during the week and his chatting with farmers in Perry and Fort Valley on Saturdays or at country churches on Sundays. As the direction to take became clearer, O'Neal found himself face-to-face with the knotty problem of procedure. Where would he begin? How would he approach the problems so obvious to him, but maybe so dim to the people? How would the family factions, denominational antagonisms, and community feuds be resolved?

It was here that Major Amica was able to score heavily. He knew the people and was respected by them. His knowledge of where the elements of leadership in the communities rested and how they would fit into a working whole was uncanny. Through his counseling, a key committee of farmers and farm women, representing every community in the county, was assembled and welded together. The work of motivating and conditioning these leaders into a dedicated group willing and eager to assume major responsibilities for neighborhood action was no small achievement.

Their election had brought together the influence, the techniques,

and the skills gained from proven leadership in other areas, in the local burial societies, lodges and churches. But the task of getting these factors transferred and pledged to an unselfish communitywide program was a genuine tribute to O'Neal.

Start With the Individual

The plan of action from the start was simple. Without spelling out the conditions prompting the action, it was agreed that emphasis would be placed on homes, gardens, the family cow, chickens, and hogs, with the crowning event to be an annual ham and egg show. The show, however, was not to be restricted to ham and eggs. This was merely an intriguing name. Actually, it was to highlight and reflect the progress of the whole program from year to year.

The ham and egg show quickly became more than a display of the better grade of farm-raised products. It represented an annual revival of the people's aims, a pageant where they themselves became the chief characters while the townfolk and visitors from far and near looked on with admiration.

Rural schools closed for the big day so that the 4-H'ers could stage their colorful achievement parade. Dramatic skits, glorifying the hog, the cow, the hen, or vegetables, were regular 4-H contributions to the annual programs. Adults often staged fiery debates on the relative merits of some pair of factors in family living. The round-table discussants represented every community and were in reality



An extension agent explains the advantages of the new seed variety.

the evaluation device for the movement.

Of course, there were the demonstrations and the lectures by extension workers and officials and the inspirational addresses by State or national leaders, but back of this, and dominating the picture, was the solid achievement of the people, reflected in the extent and quality of exhibits and in the light in the faces of these farm folks who had participated in the program. Finally came the awards to individual and community winners and in later years, the sale of surplus exhibits.

After the program had been going for more than 40 years, Bob Church, the present agent, asked certain pertinent questions about the show. Has it served its purpose? Where shall we go from here? These questions were asked of every segment of the area's people. The answers were unanimous. Let's keep the show and improve the program.

An Analysis

This local attitude today prompts a brief analysis of certain factors that have been at work over the years in this situation: (1) In the beginning, each community with its school, its one or more churches, and its local society or lodge, became a core of independent action, under the stimulation of its leadership. (2) A positive, friendly rivalry developed early between communities, challenging both community ability and leadership strength. This rivalry involved, for example, the proportion of total families enrolled in the community program; remodeling of church and school buildings, reports on the annual community improvement tours; 4-H Club enrollment and project results; the community exhibit in the ham and egg show; meeting quotas in the annual barbecue; the trend in home and pantry improvement; and uniformity in the services and visits of the agents. (3) There was almost complete involvement of people within the area, in one way or another.

The Fort Valley High and Industrial Institute (now Fort Valley State College) was, from the beginning, the site of the show and the center of key committee action. The school

gave its facilities freely, gave enthusiastic editorial support as well as full progress coverage. The public supported it both in attitude and attendance.

Changes have come to this part of Georgia as they have come to rural communities everywhere. In retrospect, it would be difficult to designate specific changes and say that results are due solely to the influence of the Fort Valley Ham and Egg Show and the community program it came to symbolize. Rather it would be more accurate to point out some of these changes and concede that this volunteer movement conceived in the mind of an early extension worker was an important factor in the changes.

Otis O'Neal, who began the work as an experiment, retired after thirty-seven years of service that merited a Superior Service Award from the U. S. Department of Agriculture for developing an effective extension program for the Negro farm families of Houston and Peach Counties.

The Fort Valley Ham and Egg Show is listed by many authorities as one of America's national folk festivals.

The nutritional and housing problems noted in the beginning do not exist here now.

Prior to the era of school consolidation, this area led the State in improved rural school buildings.

For many years, the percentage of youth eligible for 4-H Club work enrolled in 4-H Clubs was the highest in the State.

There is a striking number of 4-H alumni from this area now furnishing strong local leadership in Georgia and other States.

The Episcopal Church School that 'lived close to the people' has now become the State land-grant college.

Twenty-four county ham and egg shows are being held annually throughout Georgia and have been developed in several other States.

In this case, it seems that O'Neal's formula for getting sustained action worked. People need help but the teaching must be practical and it must involve those who are learning. It must start with a felt need, develop in simple steps, and include a vision of a better life on earth.

CAMPING

Provides an excellent learning climate for lessons in human relations



by C. P. DORSEY, *State 4-H Club Leader, West Virginia*

THE first county 4-H camp in West Virginia was held in Randolph County in 1915. It was conceived, planned, and directed by J. Versus Shipman, the county agricultural agent, with the help of his wife; the Reverend R. Cary Montague, Episcopal rector; and Lutie Cunningham, a local school teacher.

With no precedent to draw upon, the camp provided a 3-day program of directed recreation and instruction for about 20 4-H boys and girls. William H. ("Teepi") Kendrick, then State Club Leader, and his wife attended and participated in this camp.

From this humble beginning, Mr. Kendrick and others had the inspiration and vision to promote and develop a statewide 4-H camping program, which for many years has been

one of the most important phases of the West Virginia 4-H Club program. Those county camps led to the establishment of a State 4-H Camp at Jackson's Mill in 1921, another pioneer adventure, which now embraces 523 acres of land, more than a score of substantial buildings, and other improvements.

Through the years there have been tremendous developments and changes in the 4-H camping program in West Virginia. In 1956, 9,137 4-H Club members, assisted by 1,081 leaders and extension workers, attended 71 county 4-H camps.

County 4-H camps are scheduled by county extension workers, subject to the approval of the State 4-H Club staff. Capable, experienced camp instructors are employed during the

summer by the State Extension Service, and 2 to 4 of these people are sent to assist with each county camp.

Three State camps for older 4-H Club members are held at Jackson's Mill each year. One is for boys and girls, 16 to 21; one for boys, 14 to 21; and one for girls, 14 to 21. During 1956, 805 4-H members attended these three camps.

The programs of 4-H camps have changed, but the basic objectives of teaching fourfold development, inspiring boys and girls, and helping them to learn to live and work and play together remain the same.

All 4-H camps follow about the same program pattern. The mornings are devoted to classes in crafts, water safety, first aid, recreation and music, leadership training, good grooming, 4-H information, charting, demonstrations, judging, some specific subject-matter groups, and other subjects determined by local 4-H leaders, club members, and extension workers. One general assembly is held each morning just before lunch.

The afternoons are devoted primarily to group activities, discussion sessions, recreation of various types including games, special contests, and swimming.

After dinner in the evening comes the daily inspirational or vesper program, with camper participation strongly emphasized.

Then they have the council fire program of music, scout reports, challenges, stunts, and stories, from which the campers go to their cottages tired but happy.

Indian lore and traditions play an important role in the camping pro-



Camp administration is part of the campers' business. Here are the chiefs and sagamores of a State 4-H Boys' Camp at Jackson's Mill, W. Va.

gram. The club members are divided into four Indian tribes—Delaware, Mingo, Cherokee, and Seneca—at the beginning of each camp. The tradition is that a club member continues to belong to the same tribe at all county and State camps throughout his years of 4-H experience. The leaders in camp become the "Big Feet" tribe, and serve as advisers to the tribes.

This grouping by tribes becomes the basic division of the campers for all competitive events and activities of the afternoon and evening programs. Each tribe is led by a chief and a sagamore, the chief's assistant. This plan also reduces discipline problems to a minimum, and provides for the handling of special problems which may arise during camp.

Yes, it's a long way from that first 4-H camp in 1915. Thirty-seven counties now have their own permanent 4-H camp sites. Facilities vary all the way from a kitchen, a shed to eat in, and tents to sleep in, to adequate buildings, swimming pools, and other facilities. As these various counties improve their facilities, more and more of these camps are becoming county recreational centers with governing boards of trustees. Some of these county camps now handle various types of youth and adult educational groups, and have a full schedule from spring until fall. Some are beginning to "winterize" and provide facilities on a year-round basis.

Each year, more and more 4-H'ers attend county camps. As enrollment increases and interest grows, this means that more counties are holding 2 camps (2 counties have 3) of 1-week duration. When two camps are held, the club members are divided according to age. The groups are ages 10 to 13 or 14, and ages 14 or 15 to 21. This provides an excellent opportunity to more nearly meet the interests and needs of different age groups. Then, too, the camps for younger members give older club members opportunities for leadership development.

Why is our 4-H camping program growing? The best answer may be found in what some older 4-H'ers say about what camp means to them:

"Camp teaches 4-H'ers how to live

and get along together."

"I like the feeling of competition, while we also learn the value of true

sportsmanship."

"The spirit of cooperation is unbelievable."



Talents of all kinds are tapped for learning and entertainment around the campfire. This is a scene at a 4-H camp at Jackson's Mill, W. Va.

4-H Exhibit Kit No. 2 Now Ready

Citizenship, community service, and the 4-H family are featured in the second silkscreened 4-H exhibit kit which is now available from Ad-Print Silk Screen Process, Inc., 727 Third Street NW., Washington 1, D. C. The price is \$6.00, which includes all mailing and handling charges. The material in the number

two kit is designed for the standard pegboard background, plans for which are available from your visual editor. Kit number one is no longer available for distribution. The supply of kit number two is rapidly dwindling. We suggest you place your order as soon as possible.—J. D. Tonkin, Federal Extension Service



People Plan Our Program

by FLOYD LOWER,
*County Agricultural Agent,
Columbiana County, Ohio*

FOR many years the people of Columbiana County, Ohio have taken the leadership in extension program planning through committees selected by various groups and enterprises. The number of such planning committees has gradually increased over a long period of time until now practically every interest in agriculture, home economics, youth and community work is represented by some type of committee. Columbiana County is an agricultural county located in northeast Ohio on the border of a great industrial area.

The County Extension Advisory Committee consists of representatives of the principal farm enterprises, the county 4-H council, the home extension council, farm organizations and members-at-large. The committee, consisting of 24 members, works and counsels with the agents in determining and analyzing the needs, interests, and desires of the people.

The committee as a whole or subcommittees correlate the recommendations and requests of various groups, formulate a long-range and a current extension program, and appraise extension activities and methods. They are concerned with de-

velopment of leadership and adoption of the best educational procedures.

The home extension council, consisting of three persons for each township selected by the women of the respective townships, helps to plan and conduct the entire adult home economics extension program. They organize local groups, find local leaders, select projects, set up local educational meetings, and solicit attendance in their local communities. Various subcommittees function for specific tasks in a county-wide effort.

Similarly the county 4-H council, together with a number of subcommittees, assists in planning and conducting the entire 4-H program. This includes judging, advisors' helps, activities, selection of leaders, organization plans, and all phases of club work.

A county agricultural council, which is an overall coordinating forum-type organization, provides for discussion of various public questions of countywide interest.

Most of the agricultural enterprises have organizations with elected officers and executive committees or elected county committees to advise the Extension Service in planning and conducting the program in their respective fields.

In addition, there are several committees which represent more general interests and which cut across all types of farming such as agronomy, agricultural engineering, and farm management. Farm supply dealers and certain business interests, as well as farmers are represented on these committees. In practically all cases, the people select most or all of the members of the various committees.

The county extension advisory committee, the home extension council and the 4-H council meet quarterly. Most of the agricultural committees meet one to three times per year to plan extension activities. Some of those meetings are held at the close of winter institutes and others involve an entire afternoon or evening.

The procedure followed in all cases is for the people to list the major problems that exist, to suggest solutions to those problems, and to plan extension activities directed toward

the solution of the major problems.

One of the most common procedures in agriculture is for each committee to plan a countywide meeting. Many of these meetings include an adjoining county. Winter meetings in which the best speakers available, including out-of-state persons, present the latest information, are the rule. But many of the groups also hold twilight summer meetings on the farms in the county.

The use of advisory committees involves more meetings for the extension agents; yet it enables them to keep in touch with the major problems of the various groups and enterprises. The agents haven't time to get the same information by individual farm visits. Working with committees undoubtedly means a larger program and more work for agents, but it also means that the Extension Service is of more use to the people.

Last fall an effort was made to evaluate the extension program in Columbiana County. The aim was to decide what phases needed emphasis and to determine what might be eliminated or what should be added.

The County Extension Advisory Committee named 40 committees consisting of five to ten persons each to meet, without an extension agent present, to study the extension program in their particular fields and to suggest improvements. The 4-H work and the adult work were handled separately.

The chairmen met with a subcommittee of the extension advisory committee and learned the procedures for conducting the evaluation committee meetings. The procedure included the study of the situation, problems, objectives, progress made; the analysis and criticism of the program; and suggestions and recommendations for the future.

More than 250 participated in the study and learned more about the extension work in so doing. The suggestions made will be helpful in developing more useful programs.

When the people feel that they are getting benefits from the extension program and when they learn they have a responsibility in the planning and conduct of extension activities, they will gladly participate in extension program planning.

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